

# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

February 6, 1998

RJR Account #611800

Mr. J. Beaver  
STANDARD ROSENBAUM

## MARCH CTS: DORAL 1/2 CARTON PURCHASE / PROMOTION #800027

Dear Joe:

DORAL pre-sleeved product (6M) has been ordered for you to ship to participating retail accounts on the attached Customer List. Refer to the Customer List for specific product distribution.

DORAL BRAND STYLES	#/ 6M Cases	UPC Code
Light	8	12300-24995
Light 100	8	12300-24996
Full Flavor 100	8	12300-24997
Ultra Light 100	8	12300-25051
Light Menthol	4	12300-24998
Light Menthol 100	4	12300-25050
Full Flavor Box King	4	12300-25055
Light Box King	4	12300-25056

Product Arrival:

March 2, 1998

Ship Date to Retail:

Week of: March 9, 1998

EFT \$ Amount:

\$14,749.53

### Promotion Description:

'Pre-Sleeved' product will arrive in plain white cartons; two 5-pack sleeves per carton. Each 6M case contains 60 5-Pack offers. Ship designated quantity of sleeves to listed retail accounts.

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A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$6.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to **\$144.00 (24 (12M) case(s) @ \$6.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: R. Tanchyk  
L. E. MacWilliams

Enclosure: Customer List  
Promotional Flyer

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-HLFCTN.DOC

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**DIRECT ACCOUNT CUSTOMER LIST**

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**DORAL 1/2 CARTON PRE-SLEEVED PROMOTION #800027**

BRAND STYLES: DORAL LT / LT 100 / FF 100 / LT MEN / LT MEN 100 / ULT LT 100 / FF BOX 100 / LT BOX 100

RETAIL DISTRIBUTION DATE: MARCH 9, 1998

## # CARTONS PER STYLE

## D O R A L

S/REP	R/REP	SIS#	FULL NAME	ADDRESS	CITY	STATE	# CARTONS PER STYLE												VAP SIS#	DIRECT ACCT NAME	D.R ACCT SUPPLIER #
							LT	LT 100	FF 100	ULT LT 100	LT MEN 100	LT MEN 100	FF BOX 100	LT BOX 100	LT BOX 100	VAP	DIRECT	ACCT			
162304	162321	175520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY	30	30	30	30	15	15	15	15	15	611800	STANDARD ROSENBAUM				
162304	162321	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY	30	30	30	30	15	15	15	15	15	611800	STANDARD ROSENBAUM				
162304	162321	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY	30	30	30	30	15	15	15	15	15	611800	STANDARD ROSENBAUM				
162304	162321	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY	30	30	30	30	15	15	15	15	15	611800	STANDARD ROSENBAUM	0			
162306	162325	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSkill	NY	60	60	60	60	30	30	30	30	30	611800	STANDARD ROSENBAUM	15966			
162306	162325	637167	J&J RETAIL INC.	DBA \$1.00 DEALS	RENSSELAER	NY	30	30	30	30	15	15	15	15	15	611800	STANDARD ROSENBAUM				
162306	162326	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY	30	30	30	30	15	15	15	15	15	611800	STANDARD ROSENBAUM				
							8	8	8	8	4	4	4	4	4			TOTAL CASES			

RENTON GIVES

RENTERS ANOTHER  
REASON TO SAVE!



RENTON GIVES  
RENTERS ANOTHER  
REASON TO SAVE!  
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REASON TO SAVE!

RENTON GIVES  
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REASON TO SAVE!



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**5-Pack Replica**

**Dangler** - Oversized  
5-Pack Replica hangs from  
the ceiling over the unique  
floor display to call attention  
to this great new offer.  
Call for pricing.